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# Job-ready graduates

**U**NIVERSITY curriculum needs to keep up with today's service-based economy.

In response to this, 11 Malaysian universities have adopted the Service Science, Management and Engineering (SSME) initiative launched by the Science, Technology and Innovation Ministry and IBM.

They are Universiti Sains Malaysia, Universiti Malaya, Universiti Kebangsaan Malaysia, Universiti Putra Malaysia, Universiti Teknologi Malaysia, Universiti Teknologi Mara, Universiti Malaysia Sabah and Universiti Malaysia Pahang.

Also taking part are three private institutions, Multimedia University, Asia Pacific University College of Technology and Innovation, and INTI International University College.

SSME was first launched in North Carolina State University in the United States in 2006, and this is the first time universities in Malaysia are adopting the programme.

SSME is a multi-disciplinary research and academic effort aimed at helping students move from university to the workplace.

It is aimed at ensuring that students excel in the multi-disciplinary field of services management.

Minister Datuk Dr Maximus Ongkili launched the programme at an Innovation Forum held in Kuala Lumpur last Monday.

In his speech, Dr Ongkili said that innovation is one of the key factors of SSME.

"To innovate, you must be creative and know what is happening in the global scenario."

He added that economies in the global markets are shifting towards being more service-based so businesses have to focus on service innovation to maintain profits.

Higher Education Department director-general Prof Datuk Dr Radin Umar Radin Sohadi represented Higher Education Minister Datuk Seri Mohamed Khaled Nordin at the function.

At a press conference later, Prof Radin said that SSME was aimed at making students as ready as possible for the job.

"The government will continue to implement various programmes to create a trained and competitive workforce," he said.



At the launch of the SSME programme were (from left) IBM Growth Markets vice-president Dr Anil Menon, Dr Ongkili, Prof Radin, IBM managing director Ou Shian Wae and Universiti Sains Malaysia vice-chancellor Prof Tan Sri Dzulkipli Abdul Razak.